



## CASE STUDY:

# Winsome Marketing's Role in Accelerating Digital Growth, Influence, and Revenue for an Enterprise Supply Chain Technology Provider



# Overview

In 2025, a leading enterprise supply chain technology provider partnered with Winsome Marketing to modernize its digital presence and build a scalable growth engine. Operating in a complex B2B environment—long sales cycles, \$3–10B+ target ICP, and technical solutions across freight audit, AI, and supply chain intelligence—the provider sought to convert industry authority into measurable pipeline.

Over the course of the engagement, Winsome helped the company:

- › **Triple overall website traffic vs. the previous year**
- › **Launch a high-engagement webinar program that scaled 12x**
- › **Stand up a digital content engine centered on AI and supply chain**
- › **Create meaningful social influence for multiple executives**

These efforts translated into:

- › **25 closed-won deals**
- › **\$697,758.60 in revenue**
- › **40 MQLs**
- › **110 new qualified deals created**

## I. The Client & The Challenge

The supply chain provider entered the engagement with strong domain expertise but weak digital leverage:

### Key challenges:



#### Under-optimized search footprint

low organic visibility despite a strong solution stack.



#### Fragmented content narrative

AI capabilities were not yet reflected in digital channels.



#### Minimal executive voice online

company leaders had strong offline reputations but no consistent digital presence.



#### Marketing-to-pipeline disconnect

leadership required measurable business contribution, not vanity metrics.

## 2. Winsome's Strategy

Winsome approached the engagement as an embedded partner rather than a content vendor, building digital infrastructure that fed real pipeline instead of isolated campaigns.

### 2.1 SEO, Content, and Website Growth

#### Strategic goals:

- › Improve search visibility
- › Drive qualified traffic from high-intent keywords
- › Establish ongoing topical authority in supply chain and AI

#### Core SEO outcomes:

Metric	January	October	Growth
Impressions	335K	774K	+131%
Clicks	1.61K	3.4K	2×
Avg. Position	35.6	15.9	Improved ~20 positions
Keyword density	1,527	2,612	+71%

#### Additional indicators:

- › Top-10 ranking keywords peaked at **247**
- › Top-3 ranking keywords reached **58**

#### Organic traffic outcomes:

- › **10,721 organic site visits**
- › Contributed to **25,060 total website visits** for the year

#### Product page performance

Targeted pages for solutions such as freight audit, compliance, cost optimization, emissions intelligence, and AI offerings began showing **sustained page views** beginning in late Q3–Q4 as SEO & content matured.

**Result: SEO moved from low visibility to an engine delivering sustained, high-intent inbound demand.**



## 2.2 Webinars as a Thought Leadership Vehicle

Winsome launched a **recurring market intelligence webinar series**, positioned as a flagship education product for the industry.

### Impact Highlights

#### LinkedIn event performance:

- › 252–1,259 impressions per event
- › Engagement rates between 3.7% and 9.7% (well above B2B norms)

#### YouTube Live performance:

- › Early sessions: 127–350 live attendees
- › Peak session: ~1,500 live attendees
- › 12x viewer scale over the program

### Audience composition

Participants included professionals in:

- › Logistics
- › Strategy
- › Auditing
- › Business analysis
- › Revenue operations

**Outcome:** From launch to late fall, the provider became a recognizable voice in supply chain market intelligence.



## 2.3 Executive Social Influence Program

Winsome designed a coordinated executive visibility strategy to turn leadership voices into demand drivers.

### 6 Month Company LinkedIn performance

- › Followers: **11,712 → 12,308**
- › Total impressions: **725,306**
- › Total visitors: **22,014**
- › Peak visibility in October:
  - › **100,195 impressions**
  - › Highest reactions of the year

### Executive-level highlights (examples anonymized):

#### Executive A

- › First meaningful posting activity began mid-year
- › **12,379 impressions**
- › **413 engagements**
- › **3,685 members reached**
- › Articles significantly outperformed repost content

#### Executive B (CEO)

- › Consistent cadence of original content + curated reposts
- › **41,854 impressions**
- › **1,236 engagements**
- › **14,447 members reached**
- › **5 PR opportunities** generated through online visibility

#### Executives C & D

- › Grew from sporadic or nonexistent posting to active voices
- › Results included:
  - › **11,461+ impressions**
  - › **4,716 members reached**
  - › Meaningful traction from article-forward content

**Outcome: Leadership transitioned from passive digital profiles to industry voices that reinforced credibility, PR potential, and enterprise trust.**

## 2.4 AI Discovery Channels — Future-Proofing Search

Winsome enabled the provider to be an early mover in **AI search ecosystems** (ChatGPT, Perplexity, and AI summaries).

### Measurable AI traffic beginning March:

- › ChatGPT: **47 month 1** → **258 monthly** visits by late summer
- › Perplexity: visits steadily increased with each release wave

### AI visibility benchmarks:

- › Multiple AI overview and AI mode placements across the year

**Outcome: The provider became one of the early B2B brands with measurable presence in AI-native search environments.**

## 2.5 Persona-Based Funnel Pilots

To mature beyond generic inbound, Winsome launched **persona-specific landing funnels** for supply chain decision makers:

- › **Chief Supply Chain Officer**
- › **Vice President of Procurement**
- › **Chief Operating Officer**
- › **Head of Supply Chain Technology / Digital Transformation**

### Results:

- › Landing pages for these personas generated **dozens to hundreds of targeted visits per month**
- › Early form fills validated messaging
- › Email nurture sequences (5-step) produced strong open rates and selective click-through spikes, especially CSCO and VP procurement cohorts

These initiatives established a repeatable ABM framework that could be scaled in future cycles.

### 3. Pipeline & Revenue Outcomes

#### Marketing → Sales funnel performance

- › 40 MQLs generated
- › 110 new qualified deals created

#### Closed-won performance

- › 25 new deals closed-won
- › \$697,758.60 in revenue

#### Channel contribution (selected highlights)

- › Direct traffic generated **6 closed-won deals**
- › Social media generated **1 closed-won**
- › Paid media generated **1 closed-won**
- › BizDev outreach contributed the majority of revenue via multi-touch alignment with marketing

**Result: Digital demand did not merely increase visibility—it converted into measurable revenue and pipeline.**



## 4. How Winsome Operated

On a base retainer, Winsome functioned as an embedded extension of revenue leadership.

### Core deliverables:

- › Growth strategy & quarterly planning
- › SEO architecture & keyword management
- › Content ecosystem creation (AI topics, solutions, product performance)
- › Social content engine across company + executives
- › Webinar ideation, production, promotion
- › Reporting dashboards and RevOps alignment

## 5. What This Partnership Proved

In one year, Winsome helped a legacy supply chain tech provider transform from:

- › **Traditional, sales-led marketing → a digital demand engine**
- › **Offline reputation → online influence**
- › **Low discovery → expanding AI + SEO visibility**
- › **Campaigns → a sustained funnel**

This model now serves as the company's blueprint for its long-term growth strategy.

## Fractional Leadership + Execution

We're not just an agency. We're your marketing function.

Winsome fractional leaders + outsourced execution = KPIs hit faster, cost efficiently, and with enterprise-grade strategy.

**Talk to us about Fractional Marketing Leadership and Outsourced Marketing Engagements**

